

2611



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz et al. Examiner:  
Serial No.: 10/016,988 Group Art Unit:  
Filed: December 14, 2001 Docket No.: 60027.0291US01/BS1371  
Title: Method and System to Perform Content Targeting

**CERTIFICATE UNDER 37 CFR 1.8:**  
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on August 6, 2003.  
By: James D. Withers  
Name: James D. Withers

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RECEIVED

AUG 14 2003

Technology Center 2600

Sir:

We are transmitting herewith the attached:

- ☒ Transmittal Sheet in duplicate containing Certificate of Mailing
- ☒ Response to Notice Regarding Power of Attorney
- ☒ Certificate Under 37 C.F.R. § 3.73(b), Copy of Assignment
- ☒ Return postcard

Please consider this a PETITION FOR EXTENSION OF TIME for a sufficient number of months to enter these papers or any future reply, if appropriate. Please charge any additional fees or credit overpayment to Deposit Account No. 13-2725. A duplicate of this sheet is enclosed.

MERCHANT & GOULD P.C.  
P.O. Box 2903, Minneapolis, MN 55402-0903  
612.332.5300

By: James D. Withers  
Name: James D. Withers  
Reg. No.: 40,376

Customer No. 23552



#9  
PATENT

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By: 

James D. Withers

RESPONSE TO NOTICE REGARDING POWER OF ATTORNEY

**RECEIVED**

Commissioner of Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

AUG 14 2003

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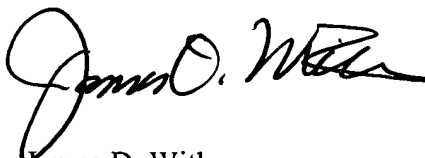
Dear Sir:

Responsive to the Notice Regarding Power of Attorney mailed on June 2, 2003, Applicants attach hereto a Certificate Under 37 CFR 3.73(b). Acceptance of the Power of Attorney and Change of Address is respectfully requested.

If there are any questions regarding this matter, please call the undersigned at 404.954.5100.

Respectfully submitted,

MERCHANT & GOULD



James D. Withers  
Reg. No. 40,376

Merchant & Gould  
P.O. Box 2903  
Minneapolis, Minnesota 55402-0903  
Telephone: 404.954.5100  
Customer No. 23552